



A Message From the MTIP Team

Make sure to check
out the new "one-stop-
shop" SBIR/STTR
Portal that officially
launched on
August 1, 2011 at:
www.sbir.gov



Contact Information

**Location/Mailing
Address**
301 S Park Ave
PO Box 200505
Helena MT 59620-0505

Phone/FAX
Phone: (406) 841-2749
Fax: (406) 841-2728
TTD: (406) 841-2702

E-mail
docmtip@mt.gov

In this issue...

[SBIR/STTR Legislation Update](#)

[Intellectual Property](#)

[MTIP Client Success Story](#)

[SBIR/STTR Solicitation Table](#)

[Contact Information](#)

[Key Resources](#)

THE MTIP MAILER

Volume 2, Issue: 5

A Bimonthly Newsletter - September 2011
Montana Department of Commerce

ATTENTION!!! MUST READ!!!

SBIR/STTR Legislation Update

Small Business Innovation Research (SBIR) Program Still Without Reauthorization!!!

At this time, experts project that the SBIR federal program which has been in place for 29 years will not likely be supported by another (13th) continuing resolution (CR). The SBIR program was established under the Small Business Innovation Development Act of 1982. Through FY2009, over 112,500 awards have been made totaling more than \$26.9 billion.

The SBIR Program is highly competitive and encourages domestic small businesses to engage in federal Research & Development (R&D) that has the potential for commercialization. Through a competitive awards-based program, SBIR/STTR enables small businesses to explore their technological potential and provides the incentive to profit from its commercialization. By including qualified small businesses in the nation's R&D arena, high-tech innovation is stimulated and the United States gains entrepreneurial capacity as it meets its specific research and development needs.



Key Resources

MTIP Request for Services

Companies that have worked previously with MTIP and companies new to MTIP, can complete and submit a Request for Services form at this link.



SBDC Offices

Montana's Small Business Development Centers (SBDCs) comprise a statewide business assistance, low-cost training, excellent resource on financing opportunities.



MATR Newsletter

Superb electronic newsletter for those engaged in the development and growth of tech-based businesses.



SBIR/STTR Alerting Service

Excellent electronic newsletter targeting SBIR/STTR applicants.

The SBIR/STTR programs offer a number of benefits to entrepreneurs and small businesses. Some of these benefits include the following:

- Provides over \$2.5 billion annually to small businesses to research high risk innovations
- Solicits research in a variety of subject areas
- Most patent and proprietary rights remain with the small business
- Funds do not have to be repaid -- SBIR is not a loan program
- Does not require owner to sacrifice equity in the company

Parties interested in supporting the reauthorization can contact their congressional representatives.

Source: www.sbir.gov (2011)

For a full disclosure of the SBIR reauthorization legislation visit:
<http://www.zyn.com/sbir/insider/sb-insider08-22-11.htm>
for the insider's scoop.

Intellectual Property



The following is an excerpt from the Making Intellectual Property Work for Business - A Handbook for Chamber of Commerce and Business Associations Setting Up Intellectual Property Services. This document was created by the International Chamber of Commerce (ICC) and the World Intellectual Property Organization (WIPO) in 2011. The full 85 page document explaining intellectual property basics, setting up intellectual property services and particular intellectual property resources by region and topic can be found at:
www.mtip.mt.gov/trainingmaterials.mcp

Making Intellectual Property Work for Business

In today's world, the abundant supply of goods and services on the markets has made life very challenging for any business, big or small. In its on-going quest to remain ahead of competitors in this environment, every business strives to create new and improved products (goods and services) that will deliver greater value to users and customers than the products offered by competitors. To differentiate their products - a prerequisite for success in today's markets - businesses rely on innovations that reduce production costs and/or improve product quality. In a crowded marketplace, businesses

[SBIR Gateway](#)

Access to SBIR/STTR agency solicitations (past, present and future) and an electronic newsletter for SBIR/STTR-related events nationwide.

**SBIR
Gateway**

[Innovator's Guide](#)

Addresses key issues of confidentiality, invention records, patents and patenting, and resources for additional assistance.

[SBIR/STTR Fact Sheet](#)

Includes a good candidate profile explaining the attributes common to most successful SBIR/STTR companies.



MONTANA
DEPARTMENT OF COMMERCE

have to make an on-going effort to communicate the specific value offered by their product through effective marketing that relies on well thought-out branding strategies.

In the current knowledge-driven, private sector oriented economic development paradigm, the different types of intangible assets of a business are often more important and valuable than its tangible assets. A key subset of intangible assets is protected by what are labeled collectively as intellectual property rights (IPRs). These include trade secrets protection, copyright, design and trademark rights, and patents, as well as other types of rights. IPRs create tradeable assets out of products of human intellect, and provide a large array of IPR tools on which businesses can rely to help drive their success through innovative business models.

All businesses, especially those which are already successful, nowadays have to rely on the effective use of one or more types of intellectual property (IP) to gain and maintain a substantial competitive edge in the marketplace. Business leaders and managers, therefore, require a much better understanding of the tools of the IP system to protect and exploit the IP assets they own, or wish to use, for their business models and competitive strategies in domestic and international markets.

MTIP Client Success Story: Good Nutrition Ideas



MTIP would like to congratulate Dr. Kathleen Humphries, a Research Associate with the University of Montana's Rural Institute on Disabilities, for her SBIR Phase I win with the U.S. Department of Education. Dr. Humphries's University spin-off company, Good Nutrition Ideas, will be focusing on the feasibility of disseminating nationwide the company's novel nutrition system, *MenuChoice*, designed to improve food systems in group homes leading to better weight management, better gastrointestinal health, and better dietary intake for the residents.

MTIP's two counselors continue to work closely with Dr. Humphries providing Good Nutrition Ideas with intellectual property and strategic licensing expertise and proposal development. MTIP looks forward to working with Dr. Humphries again in the future as she continues to improve the nutritional health of people with disabilities and create innovative health promotion products based on scientific evidence.

Open & Pending SBIR/STTR Solicitations

Agency/Program	Release	Proposals Due
DOE SBIR/STTR	1 Aug 2011	19 Sep 2011
DoD SBIR 2011.3	28 Jul 2011	28 Sep 2011
DoD STTR 2011.B	28 Jul 2011	28 Sep 2011
NSF STTR	18 Jul 2011	17 Nov 2011
NASA SBIR/STTR	18 Jul 2011	8 Sep 2011
USDA SBIR	13 Jul 2011	1 Sep 2011
HHS/NIH SBIR/STTR (Grants) Non-AIDS Related Topics	24 Jan 2011	5 Apr 2011 5 Aug 2011 5 Dec 2011
HHS/NIH SBIR/STTR (Grants) AIDS Related Topics Only	24 Jan 2011	7 May 2011 7 Sep 2011 7 Jan 2012
NIH SBIR/STTR Special Funding	The NIH frequently offers special SBIR/STTR grant opportunities that are not part of their regular omnibus SBIR solicitation. View New & Current NIH SBIR RFAs & PAs	

For a full and current listing of past, present and future solicitations visit:

<http://zyn.com/sbir/scomp.htm>